



Office of the City Manager

MEMORANDUM

TO: Honorable Mayor & City Council Members
FROM: Gary Swink, ^{Interim} City Manager
DATE: October 17, 2014
SUBJECT: Weekly Manager's Report, October 17, 2014

1. **Department Reports.** Attached are the monthly reports from [Regional Tourism](#) and Utility Processing ([Water](#) and [Waste Water](#) Plants)
2. **Security System.** For the protection of City employees and equipment at City Hall, Lexington Police, and Lexington Fire and Rescue, security cameras are being installed in and around the buildings at key locations. Selected staff at each location will be able to watch live feed or research a particular time period. The project was included in the FY15 Capital Improvement Plan.
3. **[Ebola Preparedness.](#)** Even though the risk of having a patient with Ebola in this area may be slight, it is prudent that we be prepared. Chief Ty Dickerson of the Fire Department has prepared a summary of preparedness actions taken, and it is attached for your review.
4. **Demolition of Waddell School.** Final erosion and sedimentation mitigation effort are underway. Removal of the columns and demolition of the building should begin by mid-week. Dr. Lyons advises that much of the material from the school will be recycled and not end up being taken to the landfill. For example, the bricks and blocks will be sent to a cement plant, while the steel will be recycled.
5. **IDA Officers and Electoral Board.** Council requested that they be advised when new officers are elected for Boards and Commissions. John DeVogt was recently elected Chairman of the IDA, and James Joyner was elected Vice-Chairman. Robert N. Hopkins has replaced Joan Klussman as Chair of the Electoral Board effective 10/15/14. He will complete her term ending 2/29/2016.
6. **[Main Street Lexington Jingle Run.](#)** Council approved closing of the streets on December 6, 2014 from 10 to 11 AM for the Jingle Run/Walk. The map of the route is attached per your request.
7. **[City Manager Work Plan.](#)** Council requested a copy of the last work plan approved for the City manager. The plan is attached.

Also attached: [Planning Commission Agenda: October 23, 2014, 5:00 PM](#)
[Calendar: Oct 20 – Oct 31, 2014](#)

TOURISM MARKETING REPORT

September 2014

STAFF

Jean Clark

Director of Tourism

Patty Williams

Director of Marketing

Marie Plank

Visitor Services Manager

Kelly Connor

PR & Communications
Specialist

TOURISM BOARD

Corey Berkstresser

Berky's Restaurant /
Lee Hi Travel Plaza

Brian Brown

City of Buena Vista

Mark Cline

Haunting Tales –
Lexington's Ghost Tour

A.W. "Buster" Lewis

Rockbridge County Board
of Supervisors

George Moore

Hampton Inn Col Alto

Pat Ohleger

Celebrate Buena Vista

Chuck Smith

Lexington City Council

Paid Advertising & Outreach

Recent Print and Web Ads:

Blue Ridge Outdoors

Life Outside – Fall Issue

Recreation News

WNRN Radio – Radio spots featuring the Thunder in the Valley, Nothin' Fancy Bluegrass Festival and general Lexington/BV/Rockbridge message

Community Outreach & Development

George C. Marshall Foundation

Tourism met with Cathy DeSilvey, Director of Museum Operations, to discuss ways to market to group tours and event planners. The Museum wants to develop exhibits and host events.

Big Spring Farm

Tourism met with the owner of Big Spring Farm to promote the location as a wedding venue.

Event Promotions

Via media releases, social media, email marketing and radio, Tourism promoted the Thunder in the Valley, Nothin' Fancy Bluegrass Festival and Lexington Arts on the Block Party.

Prototype:Tourism

Tourism hosted our creative services agency – Prototype:Tourism – for a familiarization tour of Lexington, Buena Vista and Rockbridge County. Agency staff consisted of the president, public relations specialist, social media coordinator and a photographer. The tour provided first hand experiences of our area so the team can better represent Tourism in our marketing efforts.

Website Redesign

Tourism and Paramore Digital Agency participated in online meetings to review the home page wire frame design for the new website and provide Google Analytic training.

2105 Activities Guide

Tourism met with Leisure Media 360 – publisher of the *Virginia Travel Guide* and *Blue Ridge Country* magazine to name only a few – for the kick off meeting to discuss the production of the *2015 Lexington, Buena Vista and Rockbridge County Activities Guide*. The publisher will be responsible for ad sales, business listing collection, editorial content generation, design, production and delivery.

Public Relations Highlights

Forbes Travel Guide Travel Writer "Old School" Tour

Tourism hosted Forbes senior travel writer DeMarco Williams in June. His story "Spending Two Perfect Days in Virginia's Shenandoah Valley" ran in August on Forbes.com and in September on Forbes Travel Guide Blog.

Online Marketing & Presence Websites

<i>Metric</i>	<i>LexingtonVirginia.com</i>	<i>VisitStonewall.com</i>	<i>Scenic39.com</i>
Total Sessions (2013 vs. 2014) (September)	11,422 vs. 20,868 (+82.70%)	262 vs. 400 (+52.67%)	972 vs. 1,008 (+3.70%)
Top 10 Source Cities	Lexington, Washington DC, Charlottesville, Richmond, Roanoke, New York, Alexandria, Virginia Beach, Chicago, Lynchburg	Lexington, Washington DC, Harrisonburg, Charlottesville, Waynesboro, Wichita, Cave Spring, Oviedo (FL), Charlotte, New York	Washington DC, Lexington, Charlottesville, Hot Springs, Richmond, Charleston, Huntington, Covington, Chicago, Hurricane (WV)

Social Media pages

<i>Site</i>	<i>Total Likes/Followers</i>	<i>Change since last month</i>
Facebook: Lexington, Virginia	9,902	+163
Facebook: Visit Stonewall	300	+3
Twitter: @LexingtonVa	2,267	+44

Keep up with the latest happenings in Lexington, Buena Vista, & Rockbridge County!

Sign up for our monthly newsletter: www.lexingtonvirginia.com

Enjoy event listings, photos, discussions, and trivia: www.facebook.com/lexingtonva

Receive daily updates and reminders: www.twitter.com/lexingtonva

Earned Media Mentions

Date	Outlet/Publication	Headline	Circulation/ Unique Visitors	Ad Value*
9/8/2014	ABCNews.com	10 Quirky Roadside Attractions Worth Pulling Over For (Foamhenge)	22,994,200	\$213,271.21
9/9/2014	Forbes Travel Guide Blog	Spending Two Perfect Days In Virginia's Shenandoah Valley	23,017,001	\$213,482.13
9/9/2014	20 Publications	Va.'s Top 10 Endangered Artifacts Revealed (War of 1812 cavalry helmet at the Rockbridge Historical Society and a D-Day landing map at the George C. Marshall Foundation)		\$63,199.13
9/9/2014	24 Publications	Best College Reviews Names The 100 Most Beautiful College Campuses in America (WLU)		\$314,157.75
9/9/2014	21 Publications	Great Value Colleges Publishes Top 50 Low-cost Southern Colleges and Universities (WLU)		\$446,745.21
9/15/2014	29 Publications	What to do along the Blue Ridge Parkway (Visit Civil War Generals in Lexington, VA)		\$222,116.78
9/15/2014	Forbes.com	The Liberal Arts Colleges Whose Graduates Earn The Most (WLU)	25,354,449	\$235,162.51
9/16/2014	3 Publications	Travel top 10: America's best drive-in movie theaters		\$19,656.61
9/19/2014	USA Today + 4 Publications	10 Best: Can't-miss Blue Ridge Parkway Towns (Buena Vista, Lexington, SJH, VHC, VMI)		\$29,492.55
9/20/2014	3 Publications	Devils Backbone Debuts in the United Kingdom with American IPA		\$2,609.22

9/24/2014	3 Publications	19th-Century Accounting Ledgers at W&L Illuminate Local History		\$4,123.20
9/29/2014	WDBJ7	Lexington hotel built in 1920's reopens (Robert E. Lee Hotel)	93,620	\$868.33
9/30/2014	The Chronical of the Horse	Virginia Horse Center Foundation Names New Board Members	308582	\$2,862.10

Earned Media Mentions for Events

Date	Outlet/Publication	Headline	Circulation/ Unique Visitors	Ad Value*
9/1/2014	WDBJ7	U.S. Senate candidates meet in Buena Vista as Labor Day parade kicks off fall campaign	93,620	\$868.33
9/1/2014	The News Leader (AP)	Campaign support strong for candidates at parade	208,608	\$1,934.84
9/2/2014	The Daily Progress	Politicians offer Labor Day solutions	140,724	\$1,305.22
9/3/2014	Virginia VA - AmericanTowns.com	Rockbridge Mountain Music and Dance Festival	991,411	\$9,195.34
9/4/2014	Roanoke.com	Weekend standouts (Rockbridge Beer & Wine Festival, Rockbridge Area Hospice Hustle)	183,665	\$1,703.49
9/10/2014	USA Today	2014 wine harvest festival guide (22nd annual Rockbridge Vineyard Harvest Festival on October 4 in the Shenandoah Valley)	47,088,476	\$436,745.61
9/11/2014	WSET.com	"Thunder in the Valley" Event Commemorates 150th Anniversary of Hunter's Raid	51,470	\$477.38
9/11/2014	Rocket News	2014 wine harvest festival guide	2,546	\$23.61
9/12/2014	WSET.com	Kids Get Civil War Lesson With "Thunder In The Valley"	51,470	\$477.38
9/13/2014	WDBJ7	4-H horse competition in Rockbridge County	93,620	\$868.33

9/24/2014	The News Leader (AP)	14th annual Bluegrass Festival featuring Nothin' Fancy	208,608	\$1,934.84
9/26/2014	Roanoke.com	Bill Nye the Science Guy to speak at W&L	183,665	\$1,703.49
9/30/2014	The News Leader (AP)	Farm Mill Day planned	208,608	\$1,934.84

** Ad value provides the estimated cost of placing an advertisement or article in a given editorial space.*

September 2014

TO: Mr. Gary Swink, Interim City Manager
FROM: Richard Allen, Utilities Processing Director
SUBJECT: Monthly Report - Water Treatment Plant

During the month, we processed 45.789 million gallons of raw water to an average quality of 0.045 NTU, pH 7.13, chlorine 2.03 MG/L, and fluoride 0.78 MG/L. All results were 100% compliant with State and Federal regulations.

	<u>2014</u>	<u>2013</u>	<u>VARIANCE</u>
City of Lexington, MG	23.569	28.182	- 4.613
Usage Adjustment, MG	0.000	0.000	- 0.000
RCPSA, MG	22.220	15.714	+ 6.506
Leakage Adjustment, MG	4.962	2.039	+ 2.923
Total Water Processed, MG	45.789	46.887	- 1.098

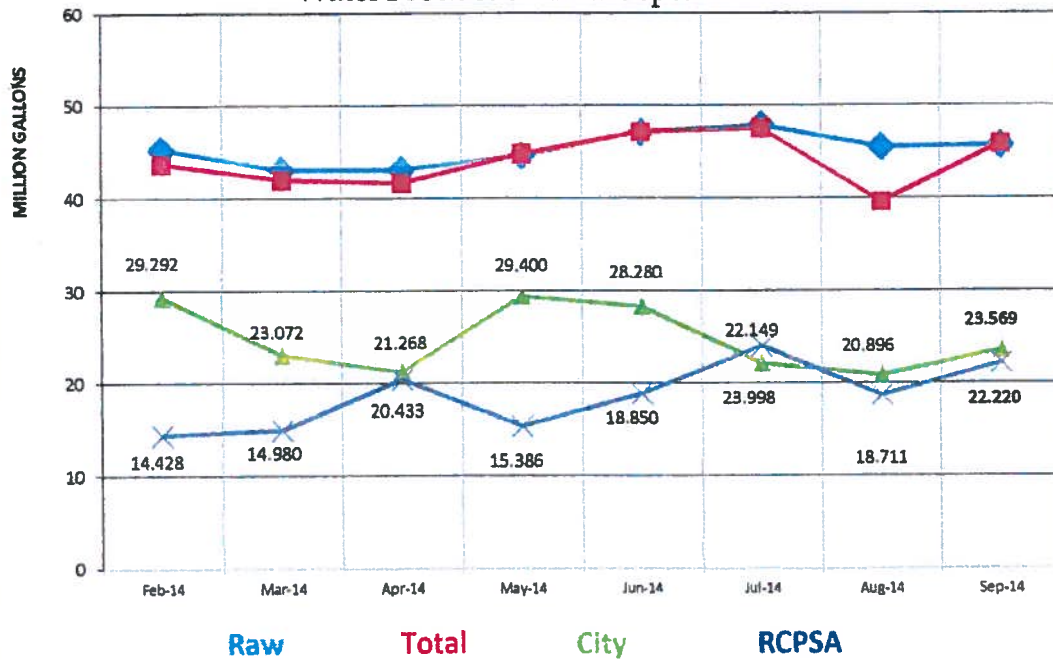
During the month, we discharged 0.359 million gallons from the treatment lagoons.

<u>PERMIT REQUIREMENTS</u> (Reported every calendar quarter)	<u>VALUES</u>	<u>EXCEPTIONS</u>
pH 6.0 Min - 9.0 MAX	7.24	0
TSS 60 MG/L MAX	1.80	0

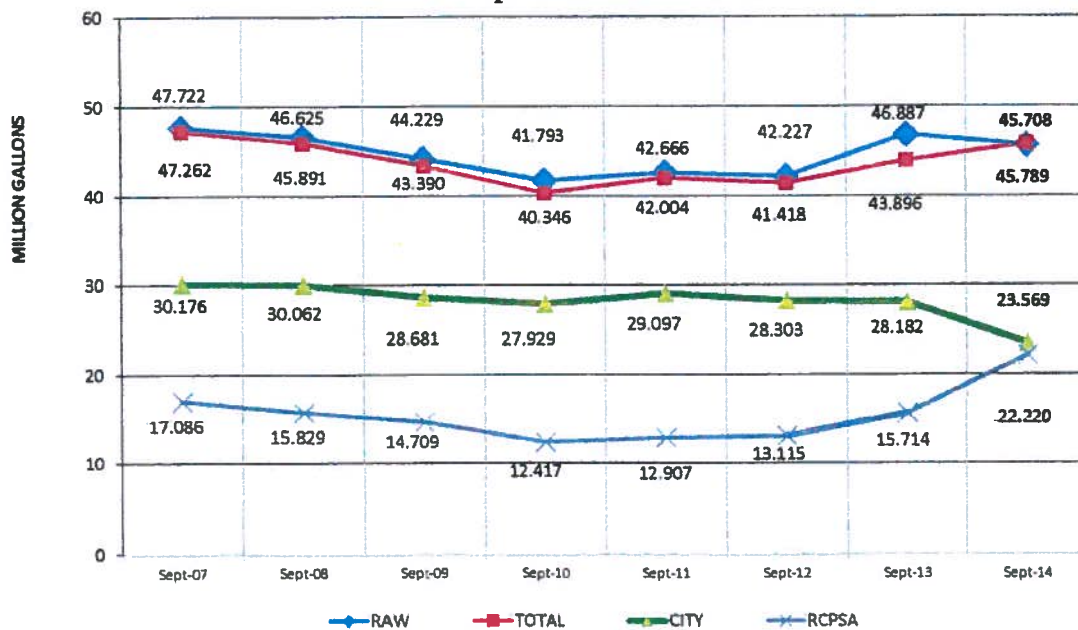
Comments:

We experienced muddy water conditions in the river as a result of rains on the night of October 15th. This is the first muddy water we've treated since May of this year.

Water Production Data September 2014



September 2007 - 2014



WTP Water Production Data - Million Gallons								
45.294	43.125	43.140	44.642	47.126	47.900	45.527	45.708	RAW
43.720	42.052	41.701	44.786	47.126	47.473	39.607	45.789	TOTAL
29.292	23.072	21.268	29.400	28.280	22.149	20.896	23.569	CITY
14.428	14.980	20.433	15.386	18.850	23.998	18.711	22.220	RCPSA
Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Mon/Year

47.722	46.625	44.229	41.793	42.666	42.227	46.887	45.708	RAW
47.262	45.891	43.390	40.346	42.004	41.418	43.896	45.789	TOTAL
30.176	30.062	28.681	27.929	29.097	28.303	28.182	23.569	CITY
17.086	15.829	14.709	12.417	12.907	13.115	15.714	22.220	RCPSA
Sept-07	Sept-08	Sept-09	Sept-10	Sept-11	Sept-12	Sept-13	Sept-14	Sept Yrs

September 2014

TO: Mr. Gary Swink, Interim City Manager
 FROM: Richard Allen, Utilities Processing Director
 SUBJECT: Monthly Report – Wastewater Treatment Plant

During the month, we processed 22.826 million gallons of wastewater to an average quality of <QL BOD₅ and 2.20 MG/L TSS.

<u>PERMIT REQUIREMENTS</u>			<u>VALUES</u>	<u>EXCEPTIONS</u>
Flow	3.0 MGD	Continuous Recording	0.76 - 30/30	0
pH	6.5 MIN	9.5 MAX	7.30 – 8.10	0
BOD ₅	340.0 KG/D	MAX Weekly Average	<QL	0
BOD ₅	45.0 MG/L	MAX Weekly Average	<QL	0
TSS	340.0 KG/D	MAX Weekly Average	7.00	0
TSS	45.0 MG/L	MAX Weekly Average	2.20	0
DO	5.0 MIN		7.60	0
E COLI	126 N/CML	3 Days Weekly Average	10.00	0
Ammonia	5.3 MIN	6.5 MAX	<QL	0
(Reported June – November)				

	<u>Allocations</u>	<u>Current</u>	<u>Year to Date</u>
TN	54,820 lbs/yr	716 lbs/mo	6893 lbs/ytd
TP	4,568 lbs/yr	46 lbs/mo	257 lbs/ytd

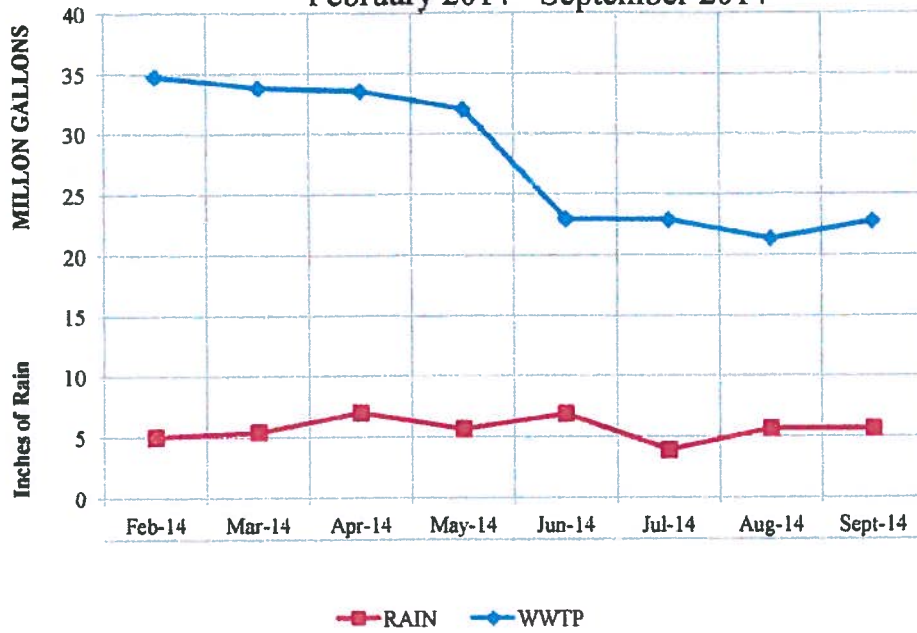
Contributor Flow Data Analysis:

		<u>FLUME</u>	<u>TOTAL</u>	<u>% OF FLOW</u>
RCPSA	R3	2.337 MG	7.583 MG	36.794
	R9	5.210 MG		
Unmetered	631	0.036 MG	15.243 MG	63.206
Lexington	L12	15.243 MG		

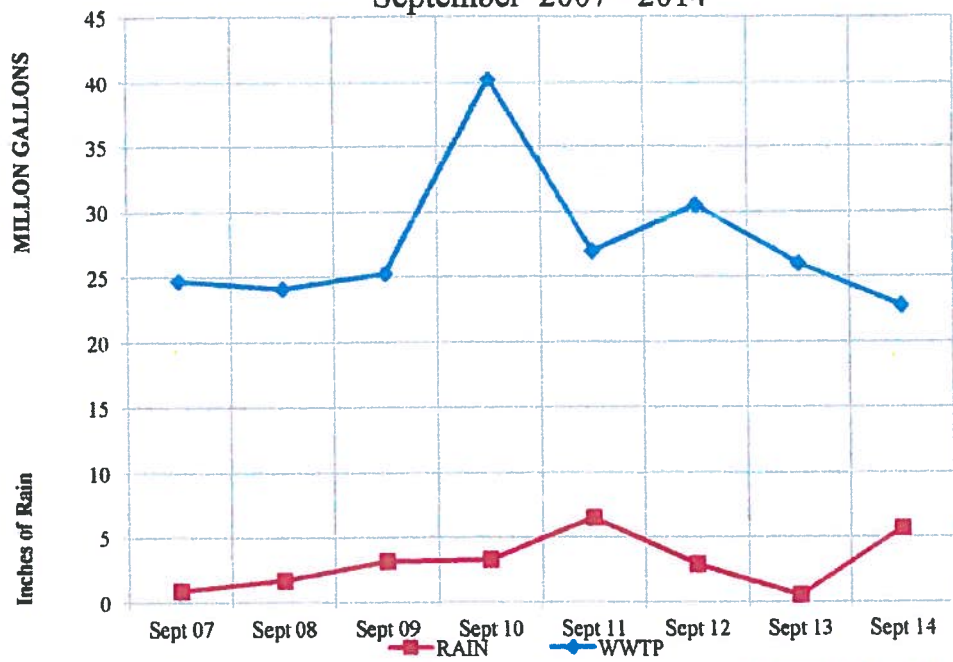
Comments:

Heavy rain on the evening of Oct. 15th elevated our intake flows to a rate of 4 million gallons per day. This instantaneous flow measurement is 3 million gallons higher than normal flow. No treatment problems occurred because of high flows.

WASTEWATER DATA
February 2014 - September 2014



September 2007 - 2014



Sept '14

TWW

RAIN

Month

34.842	33.910	33.618	32.063	23.019	22.933	21.410	22.826
5.000	5.400	7.000	5.650	6.900	3.910	5.650	5.650
Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sept-14

Sept '14

TWW

RAIN

Month

24.745	24.135	25.295	40.325	26.973	30.521	26.048	22.826
0.900	1.700	3.150	3.270	6.500	2.870	0.510	5.650
Sept 07	Sept 08	Sept 09	Sept 10	Sept 11	Sept 12	Sept 13	Sept 14



Fire-Rescue Department

October 17, 2014

To: Gary Swink
Interim City Manager

From: Ty Dickerson [TJD](#)
Fire Chief

Re: Ebola Preparedness Briefing

In light of the current national events and concerns regarding Ebola I wanted to take a few minutes to brief you on the Lexington Fire Departments efforts to date in preparing to respond to these type incidents. The objective is to provide the best possible care to the patients while simultaneously providing the necessary protection to our staff of employees and volunteers who may be exposed. I will preface this by saying that for all parties involved in medical care, this is truly an evolving subject area, and we are receiving new information on a daily basis from a number of sources such as the CDC, Virginia Office of EMS, Central Shenandoah EMS Council, Health Department, and Carilion. As such our policies and procedures on this subject will be subject to change to meet our needs and the newest information available.

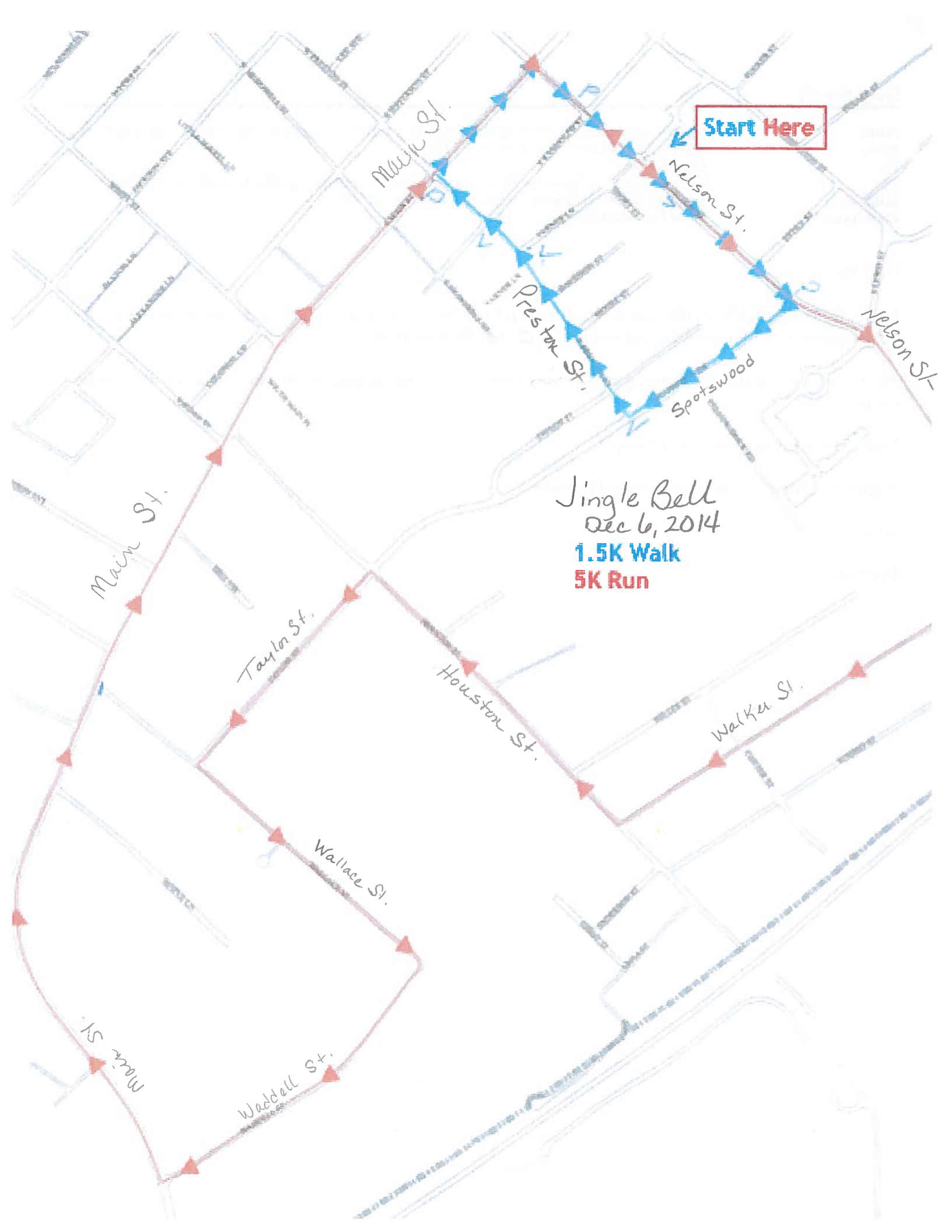
The LFD has already had longstanding practices and procedures that are taught to EMS personnel regarding Infection Control, Personal Protective Equipment (PPE) and Universal Precautions for a myriad of infectious diseases not limited to any one risk in particular. This same training has been provided by the City Human Resources Office for several years to staff from Fire, Police, Public Works, and Waste Water Treatment. All are potentially exposed to things such as hepatitis in the course of our daily work routines.

Several steps have been taken so far by LFD and have been shared with Lexington PD, VMI PD, W&L Security, Rockbridge County Fire/EMS, and the Regional 911 Center. Included in these steps are:

1. Reinforcement to all personnel about Infection Control and Universal Precautions procedures.
2. Increase of stock of PPE supplies in preparation (also normally done due to cold & flu season).
3. Purchase of specialty protective garments called Tyvek suits.
4. Provided guidance on scene safety, transfer of care to hospital, inter-facility transports, infection control, use of PPE, transporting a patient with suspected or confirmed Ebola, cleaning of EMS vehicles and equipment, and follow-up or reporting measures after caring for a suspected Ebola patient.
5. Educated staff on signs and symptoms of Ebola.
6. Implemented a procedure for the 9-1-1 Dispatchers to screen for possible high risk patients which may include symptoms and recent travel history.
7. Provided quick reference guides for staff on EMS vehicles.
8. Specially equipped one LFD reserve Ambulance to transport any patient that is suspected of exposure or meets the screening criteria to limit exposure to crew members and to facilitate decontamination of the vehicle.
9. Incorporated suggestions provided by the Director of Nursing at Carilion Stonewall Jackson Hospital into these procedures.

Those are examples of our preliminary efforts to date. Continual review of forthcoming information is underway, and the LFD is working with Rockbridge County Fire/EMS to facilitate a larger meeting of regional partners from a variety of organizations including Public Safety, Hospital, Health Department and others with similar concerns and interests.

If you have any questions or need additional information please do not hesitate to contact me at any time.



Start Here

Main St.

Nelson St.

Preston St.

Spotswood

Nelson St.

Jingle Bell
Dec 6, 2014
1.5K Walk
5K Run

Main St.

Taylor St.

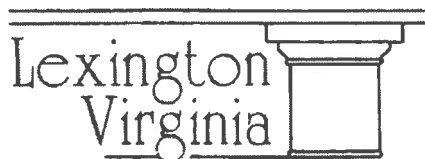
Houston St.

Walker St.

Wallace St.


Waddell St.

Main St.



Office of the City Manager

TO: Mayor and City Council

FROM: T. Jon Ellestad, City Manager 

SUBJECT: 2013/14 City Manager's Work Plan

DATE: April 23, 2013

Following a discussion I recently had with Mayor Elrod concerning items on my work-to-do list, the Mayor asked me to share with you a listing of work items that I would like to accomplish during the next year. Since it is now April and I plan to retire at the end of July, 2014, I will list work items that I would like to accomplish, or at least begin, prior to my retirement. Also, since the City Council has yet to adopt the 2013-2015 Strategic Plan, I have not necessarily included some of the items that will, in all likely hood, be on that list. It also does not include specific work plans for the various departments and offices, items of a smaller nature, or day to day responsibilities. These items are listed in no particular order.

1. Work with the Planning and Development Department, Public Works Department and City Attorney to create a proposed new stormwater ordinance and staffing plan to implement the new state regulations.
2. Work with the Public Works Department to prepare a plan for the renovation of City Hall, the relocation of the City Hall offices in the interim and implementation of the renovation. It is anticipated that this overall project will take up to two years.
3. Work with Human Resources and the Department Heads to review and update all personnel policies.
4. Work with the Finance Department and Department Heads to review and update the purchasing policies.
5. Work with the City Clerk/Administrative Assistant to update the City's records retention program.
6. Work with the City Attorney, Public Works Director and Commonwealth Gas and Century Link to negotiate those franchises.
7. Work with the Public works Department, Treasurer's Office and City Attorney to develop a revised utility bill collection process as required by state code.
8. Work with Information Technology and the various departments to select a firm to develop a new City website and implement the new site.

9. Work with the City Clerk and Information Technology to implement an electronic Council agenda program.
10. Work with the Finance Director to develop a report analyzing local revenue sources.
11. Work with the Planning and Development Department and Public Works Department to present to Council a report discussing options for the future of the Jordan's Point Dam.
12. Work with Rockbridge County to develop options for the future of the Moore's Creek Dam.
13. Work with the Public Works Department and City Attorney to develop a proposed cross-connection ordinance and inspection program.
14. Work with City Council, the Finance Director and School Superintendent to fine tune a financing plan for the new Waddell Elementary School.
15. Work with Rockbridge County, Buena Vista, Bath County and the Library Board to revise the old Regional Library agreement.
16. Work with the new Emergency Management Coordinator to further develop the City's Emergency response preparedness.
17. Work with the Rockbridge Historic Society and Planning and Development Department to develop a museum in the Miller's House.
18. Work with the Public works Department and Planning and Development Department to develop an implementation plan for the recommendations approved by City Council from the Downtown Enhancement Plan.
19. Prepare a transition document for the new City Manger.

Of course, there will be additional items that will come up as the year progresses, but this is the most complete list I can provide at this time.

LEXINGTON PLANNING COMMISSION

Thursday, October 23, 2014 - 5:00 P.M

First floor,

Rockbridge County Administrative Offices

150 South Main Street, Lexington, Virginia

AGENDA

1. CALL TO ORDER

2. CITIZENS' COMMENTS ON MATTERS NOT ON THE AGENDA

3. NEW BUSINESS Public Hearings

a) CUP2013-08 Renewal of Conditional Permit for Large Capacity House 205 North Randolph Street

b) CUP2014-22 An application by Omicron Delta Kappa for a renewal of a Conditional Use Permit to allow offices to remain in the building located at 224 McLaughlin Street.

c) Request by Washington and Lee University to Amend and Readopt a new Campus Master Plan

4. OTHER NEW BUSINESS

a) CUP2014-23 Request to modify conditions attached to 2009 CUP for Cornerstone Bank, 54 South Main Street.

b) Discussion of Section 420-152 Lexington Zoning Ordinance - Single Family Residential uses in the Downtown Historic District.

c) Discussion of Residential Uses in Lawyers Row.


5. CITY COUNCIL REPORT

6. MINUTES — Regular Meeting Minutes from the Meeting of September 25, 2014.

7. ADJOURN

City of Lexington

October 2014

October 20	MONDAY	October 27
	 <div>City Manager Noah Simon</div>	
October 21	TUESDAY	October 28
October 22	WEDNESDAY	October 29
October 23	THURSDAY	October 30
5:00 PM Planning Com. Work Session Rockbridge Extension, 150 S. Main St		
October 24	FRIDAY	October 31

October 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	